

Visit Los Osos/Baywood
(Los Osos, Baywood Park, uninc. Morro Bay
Local Fund Advisory Board)

Minutes

February 23, 2016 -- Sea Pines Golf Resort, Los Osos

Board Members Present:

Bill Lee, Back Bay Inn
Pandora Nash-Karner, Vacation Rental Owner
Denise Robson, Vacation Rental Owner
Gary Setting, Sea Pines Golf Resort (Chair)
Steve Vinson, LOBP Chamber of Commerce

Others Present:

Paul Irving, Big Big SLO (Marketing)
Jamie Wallace, Cal Poly

Absent: Alex Benson, Baywood Inn (excused)

CBID: None

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1. **Call to Order:** By Chair Gary Setting at 9:12 a.m.
 2. **Public Comment:** Pandora stated that she will have to leave the meeting early.
 3. **Consent Items:**
 - a. Approval of 1/26/16 Minutes: Pandora Nash-Karner made a motion to approve the Minutes of the January 26, 2016 Meeting as written with no additions or corrections. Bill Lee seconded the motion; motion carried.
 4. **CBID Update/Financials/Programs Funded through Local Boards:**
 - a. January Local Fund Update: Gary reported that the 4-year average TOT Assessment (2011-2015) shows the Los Osos/Baywood Park collection at 2.60%. It was requested that this continue to be reported on a quarterly basis as well. Discussion followed regarding if there were more lodging facilities in the community, would this number increase? More promotion of Montana de Oro needs to occur, as it is the only free State Park in California. A discussion regarding the restrictions on vacation rentals followed; Pandora will discuss with Supervisor Bruce Gibson on Thursday, when he meets at Sea Pines.
 - b. Spring Media Outline: The CBID's spring media outline was briefly reviewed and the board is focusing on multi-generational travel.
 - c. The next CBID Board Meeting is scheduled for February 24th at 12:00 p.m. at the Cavalier for a board retreat.
 5. **Financials:** Contribution through December was 2.49% for a net income of \$4,694.53. The current financials, with budget and expenditure reports, were reviewed.
 6. **Committee Reports:**
 - a. **Beautification/Outreach:**
 - i. Pandora could use a volunteer to paint the bench in Baywood Park on Saturday.
 - ii. The invasive weeds are still a problem and while they haven't gone to seed yet, there are thousands of plants. Each plant can germinate up to 16,000 seeds. Pandora will ask Bruce to see what the County is doing about it, if anything, on Thursday.
 - b. **Events and Marketing:**
 - i. Events: The Stewardship weekend has been scheduled for 4/23-4/25/16. Paul has been working with Di and Cara O'Brien to orchestrate a History walk at the Bluff Trail on Sunday morning. The Earth Day event will be held Sunday afternoon at El Chorro Regional Park. Monday morning will be a talk on native ancestors at the Museum of Natural History, followed by a hike to top of White Point, followed by Beer at the Pier on Monday evening. Discussion followed regarding promotion and the possibility of distributing water bottles to guests; Paul will look into costs for

a decision at the March meeting. Junefest will take place on June 5th; Bayfest will take place on September 11th (Pandora encouraged Paul to consider the unveiling of the cow/bear at Bayfest); and there is a potential collaboration for Bearfest, a Chamber-hosted event possibly on August 13th. Steve stated that the Chamber is having a business expo on April 22nd at the Community Center.

ii. Paul Irving Update:

1. A conversation spurred regarding social media its prominence. Discussion followed regarding setting a budget for social media advertising, but an end goal needs to be determined. It was requested that the CBID provide the board with information regarding their social media expert through TJA and/or Mental Marketing and their social media effects/stats/reports.
 2. Regional Planner: Paul has initiated conversations regarding advertising with local businesses. Paul is working with photographer Brady Cabe for use of his images in trade for advertising; the photos can be used for the website and the planner. The planner is unique because of the inclusion of editorial content rather than being strictly advertising. Paul is working on a May 1st publication date and will continue to give updates to the board.
 3. Once the Stewardship Weekend details are finished, work on an e-blast will continue.
 4. Paul encouraged lodging packages for The Paddleboard Co. Gary will meet with her to discuss further details.
 5. Paul is also working on a concept and date for Industry Day.
- c. Stewardship Traveler Program Liaison: No report at this time.
- d. Cow Parade Committee Update: The committee met on February 11th, and the consensus was to create the "cow/bear". It will be very colorful with distinctive contrast of each portion; the bear will be approachable and standing on a paddleboard and holding a paddle; the name will be decided with involvement from students and will be written on an ear tag; the name of the area will be at the base. The cow will move around the area, with a map and geocache locations to be created to show its current location. The Chamber is a co-sponsor and the committee is actively looking for three more sponsors. The artist will bring back drawing to show his progress.
7. Action/Discussion Item
- a. Discussion and Vote for Approval – Renewal of Board Term for Bill Lee: Pandora Nash-Karner made a motion to approve the two-year term renewal for board member Bill Lee. Steve Vinson seconded the motion; motion carried.
 - b. Renewal of Offshore Theater Contract: Pandora Nash-Karner made a motion to approve the annual renewal of the Offshore Theater contract, effective April 1, 2016, with fees to be paid annually for a total of \$360/year. Steve Vinson seconded the motion; motion carried.
 - c. Highway Signage: Alex was not in attendance, so this will be discussed at the March meeting.
8. Future Agenda Items/New Business:
- a. Discussion & Vote for Approval – Water Bottles for Stewardship Weekend
 - b. Social Media discussion
 - c. Highway Signage
9. Closing Comments:
- a. It was requested that Action/Discussion items be moved prior to Committee Reports on the Agenda.
10. Next Visit Los Osos/Baywood Meeting
- Date: Tuesday, March 22, 2016
- Time: 9:00 a.m. – 10:30 a.m.
- Location: Sea Pines Golf Resort, Los Osos
11. Adjournment
- The meeting was adjourned at 10:39 a.m. (Bill, Steve)